

## 2009/10 Plan on a page

### Who we are

Nominet operates at the heart of e-commerce in the UK, running one of the world's largest Internet registries with over seven million domain names. With highly respected industry credentials, we are entrusted with the management of the .uk and .44 registries, employ 119 staff and have an annual turnover of £20m.

### Where we are going

Our vision is of a world where the Internet is a trusted space, which everyone can be part of and has a positive impact on people's lives.

### How we will get there

Our mission is to make a positive difference to UK Internet users and to shape the development of the Internet. We will do this by delivering excellence and innovation in our products and services, driven by the needs of our stakeholders and creating a company where our people love coming to work.

### How we work

- We are open, honest and unbiased
- We bring a human touch to technology
- We listen, can be trusted and relied upon to do the right thing
- We are committed to making a positive impact on the community we live in
- We learn from others and share our knowledge to help shape the future of the Internet
- We innovate and continuously improve everything we do

### Our strategic priorities

To deliver our mission and work towards achieving our vision we will address the following strategic priorities:

#### Making a positive difference

- Provide secure and robust systems and processes that keep .uk running
- Support and behave responsibly towards all our stakeholders and encourage them to act likewise
- Support and behave responsibly towards our local, national and international community
- Have a positive impact on the environment
- Use our influence and skills to help the development of safety and security on the Internet
- Continue to support the Nominet Trust

### Shaping the development of the Internet

- Play a leading role in Internet governance
- Engage with the Internet community and those who depend on the Internet
- Contribute to the development of new Internet technologies
- Innovate new technologies to meet predicted needs
- Promote and develop industry best practice
- Promote self-regulation and the industry as a "good citizen"

### Excellence and innovation in our products and services

- Provide an excellent customer experience
- Continually improve to maintain our competitive advantage
- Continue to develop an effective registrar channel that sells our products and services and engages with us
- Improve the reputation of the industry through the design of our products and services
- Diversify – close to home or to enhance value, but only with stakeholder support
- Provide excellent internal support services

### Stakeholder engagement

- Improve member and registrar engagement
- Increase our knowledge of our stakeholders
- Maintain good relations with Government, supporting effective self-regulation
- Create an environment where we have higher levels of engagement on policy matters
- Build and sustain trust

### Becoming an employer of choice

- Create an environment where our people love coming to work every day and can develop to their full potential.
- Deliver the strategic priorities of the business through our people

### Managing our finances

- Deliver the strategic priorities of the business through sound and effective financial management
- Ensure that we retain a cost effective culture
- Ensure that we are able to fund appropriate levels of investment in our core business and any diversified activities
- Maximise investment income without undue levels of risk
- Ensure that we maintain suitable levels of reserves to safeguard our future